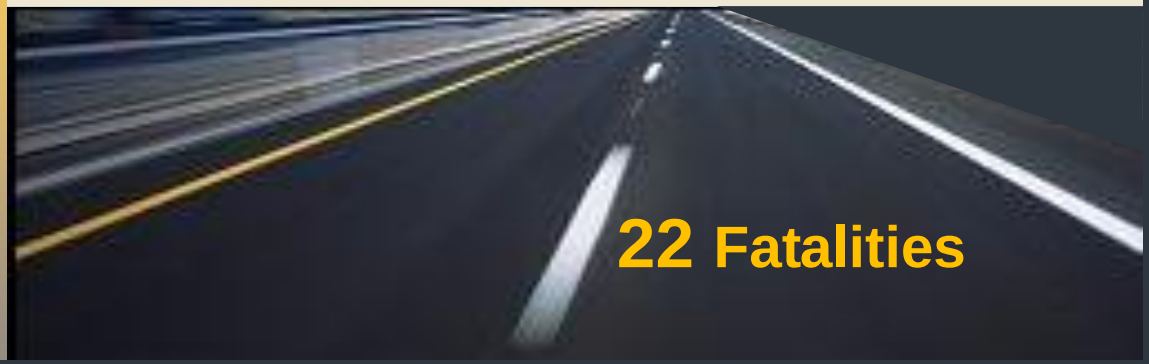
MONTHLY
NEWSLETTER OF
VT GOVERNOR'S HIGHWAY
SAFETY PROGRAM

February/March
2012

GHSP NEWS



IN THIS ISSUE

Older Drivers at Risk

Vision Zero International

When we think of the ageing population, we would be wise to think of the little old lady. She is the one making marginally more driving trips then men and is very likely to outlive her husband and become a household of one. She is also in grave danger during a driving crash. This is not only because older adults are less likely to survive impact than a 30- or 40- year-old driver but also because airbag deployment can be fatal to a frail, 5 foot one inch driver. For this and other reasons, a basic demographic analysis suggests that we may see an increase in risk among the older population in the coming years. Because of older adults' greater tendency to rely on established behavior patterns, difficulties in managing multiple demands at the same time—and their comparable ease of distractibility – they are also more easily confused and uncertain when technologies attempt to warn or assist them. Take, for example, the introduction of automated brake assist (ABS) in motor vehicles a number of years ago. Prior to the introduction of this technology, drivers were trained to pump the brakes to come to a safe stop. After ABS, old habits die hard for many drivers who continued to pump the brakes despite the presence of the assistive technology or, even worse, reacted to the vibration and sound of the ABS system engaging and completely released the brakes. Today's new car models are equipped with a dizzying array of alarm lights and sounds intended to draw attention to a perceived risk. However, improperly

OLDER DRIVERS >> 3

LaHood Announces NHTSA's "Distracted Driving" Guidelines

Traffic Technology Today.com

US Transportation Secretary, Ray LaHood, has announced the first-ever federally proposed guidelines to encourage automobile manufacturers to limit the distraction risk from in-vehicle electronic devices. The proposed voluntary guidelines would apply to communications, entertainment, information gathering and navigation devices or functions that are not required to safely operate the vehicle. The guidelines have been issued by USDOT's National Highway Traffic Safety Administration (NHTSA) and released soon after President Obama's 2013 budget request, which includes US $330 million over six years for 'distracted driving' programs that increase awareness of the issue and encourage stakeholders to take action.

The proposed Phase I distraction guidelines include recommendations to: reduce complexity and task length required by the device; limit device operation to one hand only, allowing the other hand to control the vehicle; limit individual off-road glances required for device operation to no more than two seconds in duration; limit unnecessary visual information in the driver's field of view; and limit the amount of manual inputs required for device operation. The guidelines also recommend the disabling of devices unless they are being used by passengers or unless the vehicle is stopped. These visual-manual use of the devices for: text messaging; internet browsing; social media browsing; navigation system destination entry by address; 10-digit phone dialing; and displaying driver more than 30 characters of text unrelated to the driving task.

Unveiling the voluntary guidelines, LaHood said, "Distracted driving is a dangerous and deadly habit on America's roadways; that's why I've made it a priority to encourage people to stay focused behind the wheel. These guidelines are a major step forward in identifying real solutions to tackle the issue of distracted driving for drivers of all ages." ■

Fatalities to Date

	2007	2008	2009	2010	2011	2012	Average
Jan	6	5	2	9	2	12	6
Feb	8	8	1	1	4	6	4.6
March	3	3	3	4	3	4	3.3
April	7	8	5	4	4		5.1
May	5	7	9	8	3		7.1
June	4	12	11	6	5		7.1
July	7	7	4	3	4		5.8
Aug	10	3	11	6	8		7
Sept	4	7	5	8	4		6.8
Oct	2	7	3	6	8		4.8
Nov	6	2	7	8	5		5
Dec	4	4	12	8	3		6.4
Total	**66**	**73**	**73**	**71**	**54**	**22**	

GHSP News
103 S. Main Street, Waterbury, VT 05671-2010
802.241-5511 802241-5615 fax
ghsp.vermont.gov

To submit photos and articles please email:
Betsy.Ross@state.vt.us

Dowd Convicted of Murder in Deadly DUI Crash

Jennifer Reading | WCAX – Burlington – January 26, 2012

Kaye Borneman's family and friends and colleagues from Dealer.com filed into the courtroom Thursday, each wearing purple ribbons and pins to honor the vibrant woman killed in a DUI crash.

In an eloquent statement, Kaye's brother addressed the court; his sister's killer sitting just feet away.

"In a dark green cardboard box wrapped in plastic were the ashes of my younger sister Kaye," Robert Borneman said.

Police say Kaye was killed instantly when Timothy Dowd, 53, of Hinesburg, slammed into her car a little over a year ago. Dowd was fleeing from police in an attempt to avoid his fifth DUI conviction. On Thursday he pleaded guilty to DUI with death resulting and no contest to second-degree murder for his role in the crash. This is the first drunk driving murder conviction in the state's history.

"The message is going to be loud and clear to the rest of Vermont: When you drink and drive under these circumstances we're going to call it what it is-- murder," Chittenden County Prosecutor T.J. Donovan said.

Dowd's own lawyer admitted his client has become the poster child for drunk driving, an offense for which he will serve 10 years behind bars. He'll never be able to get behind the wheel of a car again and he'll live out his life after jail on indefinite probation.

"I will never expect you to forgive me, any of you. I wouldn't either. And I'm deeply sorry," Dowd said. Dowd says his apology will never be enough, and admits he blatantly ignored multiple chances to get help with his addiction. "I was cowardly about it. I did not man up. I did not take care of the problem," Dowd said. "It all came crashing down and unfortunately it was Kaye who paid."

But Kaye's family says they got justice with this unprecedented conviction and a sentence that balances punishment without retribution. They left Dowd with a challenge to get sober and turn his life around.

"This will be his **fifth** chance to get the help he needs and start to become a contributing member to our society instead of being a menace," said Lauren Belanger, Kaye's co-worker.

"Kaye's life will not be wasted from this tragedy," Dowd said. "You have my word on that."

Under the plea deal, Dowd will only serve half of the minimum sentence for a second-degree murder conviction. Kaye's family requested that upon his release Dowd become an AA sponsor, an active volunteer with the Boys and Girls Club-- one of Kaye's favorite organizations-- and that he reach out to high schoolers by talking about his experience and the life he took. Dowd vowed to make that challenge come true. ■

Child Passenger Safety Update

Ann Weinstein | Fletcher Allen Health Care | BeSeatSmart Program

For the past year, the BeSeatSmart Child Passenger Safety Program has been undergoing the process of standardization of policy, materials and procedure. Manuals of "how to" have been written to update employees. Along with this, we have been streamlining programs and presentations.

As a result, we have come up with an effective, easy to use set of "*Train the Trainer Programs*" in order to get a foothold in agencies that have typically not been involved in child passenger safety. This will allow creation of community advocacy groups without the commitment of needing to take the 5-day CPS class. It is a complete, pre-packaged, downloadable program.

The presenter only has to familiarize themselves with the presentation. Included are the presentation, the script, handout materials, a "how to" guide and other supporting documentation. With notice, we can arrange to have a vehicle seat demonstrator, a booster and any other requested materials delivered to the agency for use during their presentation.

CHILD PASSENGER UPDATE >> 4

DUI Court Training Initiative – The Windsor County Model

Submitted by Tom Fields, Law Enforcement Liaison, GHSP

Recently, the National Highway Traffic Safety Administration (NHTSA) in conjunction with the U.S. Department of Justice (USDJ) offered hands-on training sessions to states that are in the process of exploring the development of local DUI Treatment Courts.

The Windsor County State's Attorney's office energetically created a team of stakeholders to examine alternative solutions to address the continuing problem of DUI recidivism. By involving the courts, law enforcement, health services and counseling, this team hopes to find more collaborative successful methods to reverse the Impaired Driving repeat offender trend.

Supported by a grant from NHTSA, and administered by Vermont's Governor's Highway Safety Program (GHSP) the team recently participated in an extensive training curriculum held in Newport Beach, California. This national initiative is designed to assist communities in developing DUI Treatment Court programs. Selected teams from across the country participated in a facilitated planning process focusing on the implementation of similar courts in their home state. This was team-orientated training and the Vermont contingent included a Superior Court Judge, the Windsor County State's Attorney, a Criminal Defense Attorney, a Treatment Provider, a Court Coordinator, a Research Investigator, staff from Probation and Parole as well as members of law enforcement.

The team received instruction, focused on the development and the actual implementation of a DUI Court within their own communities. This extensive training viewed the prosecution process as holistic and brings enforcement, prosecution, adjudication and treatment together to build a system that deals specifically with DUI and Drug Impaired cases and getting appropriate treatment for offenders.

The team effort will follow the seven (7) standard Guiding *Principles for a Successful DUI Treatment Court* as a framework for the initiative. The principles are:

1. Partner and stakeholder participation
2. Data collection
3. Data analysis
4. Strategic operations/planning
5. Information sharing and outreach, monitoring
6. Evaluating and adjusting
7. Outcomes realized

The Windsor County State's Attorney's Office reports the with NHTSA and GHSP support their timeline for implementation of this court will be sometime in the Autumn of 2012. ■

designed, these alarms will likely follow the path of ABS, distracting and hindering the older driver in many instances more than helping them. In the case of other systems, the need to learn a new, complex or multistep interface – or the struggle to read an unfamiliar digital dashboard while driving – will place an even greater burden on older adults.

New Safety Lessons

Technology drives design and marketing, which means more novel warning systems and more shared control between the driver and the vehicle. Already, the market are preventative safety technologies such as radar systems to alert the drive if they are too close to another object while in reverse, night-vision display systems (with age comes delay in dark adaptation, making it more difficult for older adults to see in the dark), and cameras that provide images from around the vehicle.

The issue with these new technologies is that they are most effective when the driver both comprehends and trusts them. Older adults (or any driver, for that matter) driving high-end vehicles from the dealership often have little understanding of how to use the preventative safety technologies or how their car will react in an emergency. We don't often learn how to use new technology from the manual or from the car dealer. We might receive help from friends of family, but it is most likely we'll learn through experience. Auto parking assistance, forward and reverse proximity warnings and rearview cameras have the potential to reduce stress associated with low-speed maneuvering (particularly as we reach that age when turning to look out the rear window becomes difficult), but how are we ensuring drivers are trained to use these technologies properly and actually benefit from them in the way designers intended? A recent MIT AgeLab study of Ford's Active Park Assist (APA) parallel parking system found that when drivers were unfamiliar with the technology, they were quite neutral in rating their expectations about APA. After being educated on the system and being provided with an opportunity to experience using it, participants significantly increased their rating the value of the system. One has to wonder to what extent changing the typical experience at the dealership to be more informative and educational would benefit the relationship between industry and driver, and driver and vehicle.

What's Good for Older Drivers is Good for You Too

Automotive industry leaders, as well as public policy-makers, should have a vested interest in determining how older adults will learn to properly use assistive technology while also learning to ignore all the distractions that come with today's driving environment. We should not be quick to assume driving cessation as the easy answer for the older driver. Around 79% of adults over 65 live in suburban and rural communities with limited or no options for public transportation. For this and other reasons, research has shown that older adults who no longer drive make significantly fewer trips to the doctor, to shopping centers and restaurants, and visit family and friends less often. As a result of this isolation, driving cessation is linked to higher rates of depression, reduced social engagement and an overall reduced quality of life.

Objectively validated user-centered design is the most important aspect in easing the learning process for interaction with new technology. If the dashboard is designed in a way that is intuitive to the

OLDER DRIVERS >> 4

Modern car parks are becoming structures that are ever more complex. Growing numbers of stories coupled with increasingly complicated layouts means such facilities can be both confusing and frustrating for motorists. We've all probably driven around several levels of a car park looking in vain for a free space at some point.

Nowadays, cities face a growing need to handle and control increasing traffic efficiently, safely and in an environmentally friendly way. Cities not planning and investing now will face massive traffic jams, spiraling pollution and a significant negative impact on business growth. Besides extending the traffic network, parking facilities need to have a key role in those plans. It must be remembered that up to 70% of the traffic in city centers is created by drivers looking for a space to park! As there is usually no space available for the growing number of cars in suburban areas, automatic parking systems (APS) will be part of the solution. They use only a fraction of the space of conventional parking, can be easily integrated into many locations, and reduce CO_2 emissions.

How Automatic Parking Works

APS can be adapted to spatial conditions in a more compact and flexible way than conventional parking infrastructure. Within the same volume, they typically contain two to four times the number of parking spaces. In dense areas in Asia there are already many automatic parking installations in operation. Europe and the USA are lagging behind because until now not enough space for car parks has been available. Communities and investors are now considering automatic solutions because they realize that such systems offer a huge traffic-flow benefit through having profitable parking exactly at the right spot.

Why are APS so space-efficient? In conventional car garages, only 10% of the enclosed space is used for cars. Entry and exit ramps, maneuvering areas, lifts, staircases and ventilation need space and energy. A plot measuring 20x20m enables the construction of a parking tower on an underground shaft with up to 320 parking spaces. For underground systems, the cost of excavation is only a fraction of that for conventional car parks and the emissions for the construction works are much lower, which reduces the construction costs per parking space by up to half.

SPACE ODESSEY >> 4

Space Odyssey << 3

Drivers simply drive their car onto one of several spacious entry stalls in the car park and are then free to leave the facility. The fully automatic parking machine does the rest.

While the car is being driven onto the entry ramp, the high-precision scanner measures the dimensions and shape of the vehicle. Then the driver is instructed in modern sign language and in a pleasant computer voice to switch off the engine and apply the brake, both of which are immediately verified by the sensors. When the process is confirmed, the driver is then asked to leave the entry stall along with any passengers. The car occupants can now watch from outside how the vehicle is carefully taken hold of under the tires and conveyed to one of the high-speed lifts. Then, the lift takes the vehicle to the computer-assigned parking space. As the cars are not all the same size, parking spaces are naturally not the same size either – which is an additional space-saver. This ensures that the least possible amount of costly space is wasted.

An automatic parking system can contribute to making towns and cities safer with open, transparent and well-lit entry stalls. The parked cars can only be accessed by maintenance staff. Break-ins, theft and damage are therefore impossible and everyone can park without fear. Every space system enjoys the same security.

Parking has become child's play and a comfortable, pleasant experience.

Architectural Versatility

The Skyline Parking system is integrated building support structure offers architects and city planners more options and styles than conventional multistory car garages. The system can be designed to fit almost invisibly in backyards, gaps between buildings and underground constructions of as attractive high-rise buildings with an eye-catching appearance. As the façade is not a component of the supporting structure, creativity can be exercised in its design and in the choice of material: glass, plastic, metal and even textiles are conceivable. The façade can be clad in solar cells or advertising screens can be mounted on it, which will provide the operator with additional income. This means that car parks no longer have to disappear from sight; they can be integrated into the cityscape just about anywhere. ■

To view the demo parking garage go to: http://www.skyline-parking.com/

Older Drivers << 3

driver, interactions will be less of an effort. Of course, this would not only benefit the older adults; any simplification of functionality will make it easier for drivers of all ages. Each age group brings its own challenges to safety behind the wheel. Whether you are the young adult who has less driving experience, the middle-aged driver with hyperactive kids in the back seat, or any driver with less than optimal health or physical mobility, keeping the car driver-friendly will be far more successful in providing increased comfort and safety than overloading it with confusing and distracting intelligence systems.

As we move forward, shifting demographics and the needs of drivers across the lifespan will increasingly demand that vehicle designers and engineers consider the capabilities of the older consumer. Although no one will buy the old man's car, we need to strive to disguise older driver-friendly features with intuitive, easy-to-learn mental models and interfaces that make new cars universally friendly. ■

Child Passenger Safety Update << 2

Train the Trainer Programs

CPS offers train the trainer presentations for school nurses and Head Start staff. Each of these presentations is targeted at the specific population each provider deals with. We offer easily downloaded materials for the entire program. This allows you to manage the program from the comfort of your desk, with a phone conversation for training. For more information, call Ann at 802-847-1215 or Brian at (802) 257-7679 ext. 104.

In addition to this change in programming, we are also changing the way the NHTSA child passenger certification class will be held. If you are familiar with the BeSeatSmart program, you may know that the class has typically been five days, once a year. We are changing how we are structuring the classes.

The CPS Program will be breaking the class into two weeks, so folks who may have trouble with coverage at their departments may attend.

- Classes will be regional, rather than a single statewide class, which will allow students to go home at night instead of having to stay overnight for the five nights.
- Classes will be smaller, approximately ten students per class.

Scheduled Classes for 2012

Milton —May 10, 11 and May 17-19 Barre—October 4, 5 and October 11-13

For an application to a class, follow the link below:

http://www.surveymonkey.com/s/BeSeatSmartNationalCPSCertificationTraining2012 For additional dates, and information contact: ann.weinstein@vtmednet.org 802-847-1215 ■

Crash Tip of the Month – *by Mandy White, AOT*

We would like to take this opportunity to remind all of law enforcement to get their 2011 crashes submitted/mailed.

For those of you who submit crash reports electronically via Web Crash, please review all of your "In Progress" reports. These "In Progress" reports are those that have been entered and saved but have yet to be submitted, or "Checked In", to the state repository. If reports have not been submitted to the VTrans repository, then we do not have access to the complete data set that exists, and performing analyses is not complete without them.

*--Remember: **A "Warning" is not an error**. Example: You will get a warning if an operator was noted as being 10 years old. This may be true, but the program is flagging this just in case there was a typo.*

A report with and audit "Warning" can still be submitted to the repository.

Web Crash users: If you need any help cleaning these crashes up please feel free to call the Helpline at 1-888-374-3011. ■